

Style Guidelines

On a marketplace, the product image is one of your most valuable marketing tools. When customers browse Amazon.in pages, often the image draws them to consider your product. In addition, with so many choices available for online purchases, a well-formed image can set your product apart from the others. Poor quality images turn customers away. Use your product images to communicate the selling points and features of your products, to inform and interest customers, and reinforce your brand. Listings with missing or non-compliant images are suppressed from the site, thereby getting low customer traffic and conversion rates, resulting in missed sales opportunities.

Image Guidelines

- Main image should have 100% White background with (RGB value: 255,255,255).
- The product must fill 85% or more of the image.
- Each product must compulsory have a minimum of 4 images – a front, back, back, detail shot and full-length image complying with the above standards – with extra optional details shots if required to highlight product features.
- MAIN images should be supplemented with additional images showing different sides of a product, or details that are not visible in the MAIN image.
- The first image must capture the front view of the product and model should not make dramatic hand gesture or poses
- Include only what customer will receive in the first image, no accessories to be included in the shot.
- Main and additional images should not include logos or watermarks/texts.
- Ghost shots are not allowed.

- Images should be 1000 pixels or more in either height or width as this will enable the zoom function on the website (zoom has been proven to enhance sales). Files measuring less than 500 pixels on the longest side will be rejected by our system.
- Celebreality images are not allowed unless you have a legal contract with celebreality to use their image on the ecommerce market place.

Prohibited Images:



Watermarks or text



Accessories/props are Not allowed



Non-white background for Main Image



Multi views in MAIN



Blurry or pixilated images



Seated poses are not allowed

Accepted Images

1



2



3



4



Title Guidelines

Your product title is the first thing customers see when visiting your detail page and is vital in helping customers to find your products when they search online or visit Amazon.in. Titles also give important information to browsing customers, increasing the chances that they will click on and purchase one of your items. Amazon uses the words in product titles to display your products in search results. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. Follow the guidelines below to create product titles that make a good first impression.

For the Parent of Variation Products

[Brand Name] + [Material Type] + [Department Name] + [Style Name]

Examples:

1. ABC Cotton Women's Cardigan
2. XYZ Nylon Men's Rainwear

For Standalone or Child products

[Brand Name] + [Department Name] + [Style Name] + ([Part Number_Color_Size])

Examples:

1. ABC Cotton Women's Cardigan (PQR_Blue_L)
2. XYZ Nylon Men's Rainwear (BHU_Red_XL)

WHAT TO DO	WHAT NOT TO DO
Capitalize the first letter of each word. E.g ABC Cotton Women's Cardigan (PQR_Blue_L)	Do not use all capital letters: ABC COTTON WOMEN'S CARDIGAN (PQR_BLUE_L)
Title length should be less than 200 characters	Do not include promotional messages such as 'sale', 'price', 'offer', 'free'
Use numerals instead of text ("Pack of 2" instead of "Pack of Two")	Do not use email Id's, URL's, external links, symbols or seller information

Bullet Point Guidelines

Bullet points Specify details of your product and can influence the customer purchase decision. The bullet point should be constructed in the following manner and contain the below attributes:

Recommended bullet point format

- Bullet Point 1 – Fabric Type [Material Composition]
- Bullet Point 2 – Wash Care [Care Instruction]
- Bullet Point 3 – Fit: [Fit Type]
- Bullet Point 4 – Closure [Closure Type]
- Bullet Point 5 – Style [Style Name]

Example:

- Fabric: 75% Cotton, 15% Nylon, 10% Wool
- Wash Care: Hand Wash
- Fit: Stretch
- Closure Type: Hook and Loop
- Style: Cardigan

WHAT TO DO	WHAT NOT TO DO
Begin each bullet point with a capital letter. Ex Care Instruction: Hand Wash	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
Use numerals instead of text "Pack of 2" instead of "Pack of Two"	Do not include irrelevant keywords like 'original', 'guaranteed ', 'latest'
Add product relevant and value adding information as bullet points 5	Do not use email Id's, URL's, external links, symbols or seller information
	Do not use end punctuations like full stop (.) or exclamation mark (!)

Product Description Guidelines

This section is an opportunity to sell or promote your product & brand. An accurate and consistent description of an item enable a customer to gain insight into a product and improves the overall shopping experience. Please ensure the following flow of information is used for a product Description

Recommended product description format

Shop wide range of collection of [Item Type Name] from the house of [Brand Name] on Amazon. Perfect for everyday use.

Example: Shop wide range of collection of Cardigan from the house of ABC on Amazon. Perfect for everyday use.

WHAT TO DO	WHAT NOT TO DO
Include brand name and 'Amazon' name to enable search engine optimization	Do not include promotional messages such as 'sale', 'price', 'offer' or 'free'
Include product specific information like material name, special features etc	Do not include irrelevant keywords like 'original', 'guaranteed ', 'latest'
Provide detailed included components, style name, capacity etc will enable customers to make purchase decision	Do not use email Id's, URL's, external links, symbols or seller information